CLAIMS

The following is claimed:

1   1.   A method of selectively suggesting goods or services, comprising the

2   steps of:

3   receiving data from a customer, wherein said data specifies goods or services

4   that are selected by said customer; and

5   determining a suggestion to make to said customer via use of said data, said

6   suggestion being based upon information associated with said customer.

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1   2.   The method of claim 1, wherein said information associated with said

2   customer is probabilistic behavior, customer profiling, and/or situational sensitivity.

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1   3.   The method of claim 1, wherein the step of determining a suggestion is

2   made to said customer after said goods or services are chosen by said customer.

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1   4.   The method of claim 1, wherein the step of determining a suggestion is

2   made to said customer after said goods or services are customized by said customer.

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1   5.   The method of claim 1, wherein said step of determining a suggestion

2   is made after said customer completes an order.

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1   6.   The method of claim 1, wherein said suggestion to said customer is a

2   suggestion selected from the group consisting of suggesting an additional item,

3   suggesting an upgrade to a chosen item, suggesting an alternative item to a chosen

4   item, suggesting an offer for an item at a discount price, and suggesting an offer of a

5   free item.

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1   7.   The method of claim 1, wherein said suggestion to said customer is a

2   suggestion selected from the group consisting of suggesting application of a discount

3   to an entire order, and suggesting application of a promotional discount to a

4   promotional item or to combine items into a combination pricing package.

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1   8.   The method of claim 1, further comprising the steps of:

2   constructing an order database based on said data received from said

3 customer; and

4   using said order database in said step of determining said suggestion.

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1   9.   The method of claim 1, further comprising the step of:

2   said customer customizing said goods or services;

3   receiving customized data from said customer, wherein said customized data

4 specifies said customized goods or services; and

5   modifying said suggestion based on said customized data.

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1   10.   The method of claim 1, wherein said good or services that are selected

2   by said customer are selected from an electronic menu located at a restaurant.

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1   11.   A method for selectively suggesting goods or services, comprising the

2   steps of:

3   receiving data from a customer, wherein said data specifies goods or services

4   that are selected by said customer; and

5   determining a suggestion to make to said customer based upon stored

6   attributes of said customer.

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1   12.   The method of claim 11, wherein said stored attributes are selected

2   from the group consisting of age, sex, name and prior order history of said customer.

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1   13.   The method of claim 11, wherein said step of determining a suggestion

2   to make to said customer is also based upon stored attributes of a business that

3   provides said goods or services.

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1   14.   The method of claim 11, wherein said step of determining a suggestion

2   is performed after said customer selects said goods or services.

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1   15.   The method of claim 11, wherein said step of determining a suggestion

2   is performed at the end of an order.

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1   16.   The method of claim 1, wherein said suggestion to said customer is a

2   suggestion selected from the group consisting of suggesting an additional item,

3   suggesting an upgrade to a chosen item, suggesting an alternative item to a chosen

4   item, suggesting an offer for an item at a discount price, and suggesting an offer of a

5   free item.

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1   17.   The method of claim 1, wherein said suggestion to said customer is a

2   suggestion selected from the group consisting of suggesting application of a discount

3   to an entire order, and suggesting application of a promotional discount to a

4   promotional item or to combine items into a combination pricing package.

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1   18.   The method of claim 1, further comprising the steps of:

2   constructing an order database based on said data received from said

3   customer; and

4   using said order database in said step of determining said suggestion.

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1   19.   The method of claim 1, further comprising the step of:

2   said customer customizing said goods or services;

3   receiving customized data from said customer, wherein said customized data

4   specifies said customized goods or services; and

5   modifying said suggestion based on said customized data.

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1   20.   The method of claim 1, wherein said good or services that are selected

2   by said customer are selected from an electronic menu located at a restaurant.

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1   21.   A method for selectively suggesting goods or services, comprising the

2   steps of:

3   receiving data from a customer, wherein said data specifies goods or services

4   that are selected by said customer;

5   applying context specific rules to said received data; and

6   determining a suggestion to make to said customer, wherein said

7   determination is made based on results received after said step of applying context

8   specific rules.

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1   22.   The method of claim 21, wherein said step of determining a suggestion

2   is performed after said customer selects said goods or services.

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1   23.   The method of claim 21, wherein said step of determining a suggestion

2   is performed at the end of an order placed by said customer.

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1   24.   The method of claim 21, wherein said suggestion to said customer is a

2   suggestion selected from the group consisting of suggesting an additional item,

3   suggesting an upgrade to a chosen item, suggesting an alternative item to a chosen

4   item, suggesting an offer for an item at a discount price, and suggesting an offer of a

5   free item.

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1   25.   The method of claim 21, wherein said suggestion to said customer is a

2   suggestion selected from the group consisting of suggesting application of a discount

3   to an entire order, and suggesting application of a promotional discount to a

4   promotional item or to combine items into a combination pricing package.

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1   26.   The method of claim 21, further comprising the steps of:

2   constructing an order database based on said data received from said

3   customer; and

4   using said order database in said step of determining said suggestion.

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1   27.   The method of claim 21, further comprising the steps of:

2   said customer customizing said goods or services;

3   receiving customized data from said customer, wherein said customized data

4   specifies said customized goods or services; and

5   modifying said suggestion based on said customized data.

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1   28.   The method of claim 21, wherein said good or services that are

2   selected by said customer are selected from an electronic menu located at a restaurant.

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1   29.   A system for selectively suggesting goods or services, comprising:

2   means for receiving data from a customer, wherein said data specifies goods

3 or services that are selected by said customer;

4   means for applying context specific rules to said received data; and

5   means for determining a suggestion to make to said customer, wherein said

6 determination is made based on results received from said means for applying context

7 specific rules.

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1   30.   A system for selectively suggesting goods or services, comprising:

2   means for receiving data from a customer, wherein said data specifies goods

3 or services that are selected by said customer; and

4   means for determining a suggestion to make to said customer based upon

5 stored attributes of said customer.

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1   31.   A system for selectively suggesting goods or services, comprising:

2   means for receiving data from a customer, wherein said data specifies goods

3 or services that are selected by said customer; and

4   means for determining a suggestion to make to said customer via use of said

5 data, said suggestion being based upon information associated with said customer.

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1   32.   A system for selectively suggesting good or services, comprising:

2   a memory; and

3   a processor, configured by said memory to perform the steps of:

4   receiving data from a customer, wherein said data specifies goods or

5   services that are selected by said customer; and

6   determining a suggestion to make to said customer via use of said data,

7   said suggestion being based upon information associated with said customer.

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1   33.   The system of claim 32, wherein said information associated with said

2   customer is probabilistic behavior, customer profiling, and/or situational sensitivity.

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1   34.   The system of claim 32, wherein said step of determining a suggestion

2   is made to said customer after said goods or services are chosen by said customer.

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1   35.   The system of claim 32, wherein said step of determining a suggestion

2   is made to said customer after said goods or services are customized by said

3   customer.

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1   36.   The system of claim 32, wherein said step of determining a suggestion

2   is made after said customer completes an order.

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1   37.   The system of claim 32, wherein said suggestion to said customer is a

2   suggestion selected from the group consisting of suggesting an additional item,

3   suggesting an upgrade to a chosen item, suggesting an alternative item to a chosen

4   item, suggesting an offer for an item at a discount price, and suggesting an offer of a

5   free item.

1   38.   The system of claim 32, wherein said suggestion to said customer is a

2   suggestion selected from the group consisting of suggesting application of a discount

3   to an entire order, and suggesting application of a promotional discount to a

4   promotional item or to combine items into a combination pricing package.

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1   39.   The system of claim 32, wherein said processor further performs the

2   steps of:

3   constructing an order database based on said data received from said

4   customer; and

5   using said order database in said step of determining said suggestion.

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1   40.   The system of claim 32, further comprising a peripheral device

2   capable of allowing said customer to enter said data.

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1   41.   The system of claim 40, wherein said peripheral device is a touch-

2   screen.

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1   42.   The system of claim 40, wherein said system further comprises a

2   second peripheral device for providing a display of said goods or services to said

3   customer.